

Delta Township Business Signage Public Survey

Tuesday, August 12, 2014

195

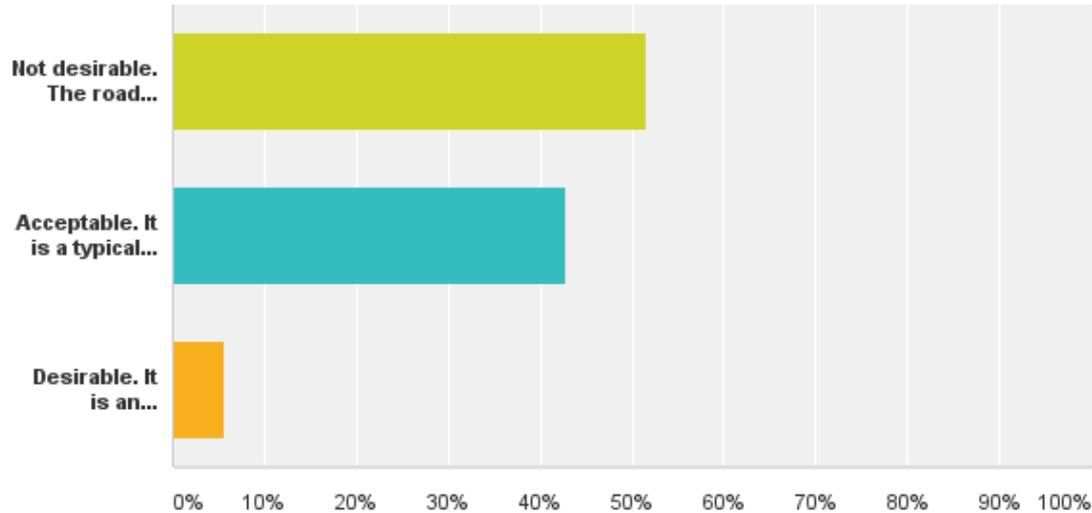
Total Responses

Date Created: Wednesday, July 09, 2014

Complete Responses: 190

Q1: What is your impression of West Saginaw Highway? (select one)

Answered: 192 Skipped: 3



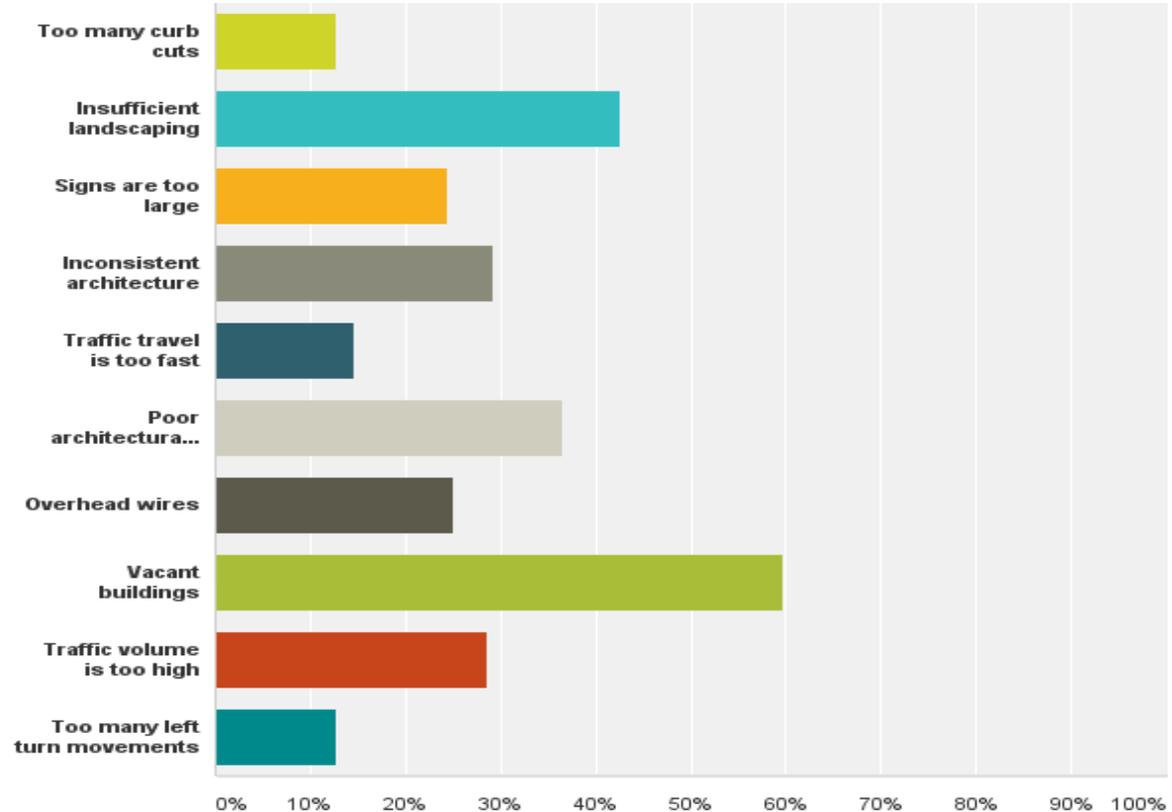
Q1: What is your impression of West Saginaw Highway? (select one)

Answered: 192 Skipped: 3

Answer Choices	Responses	
Not desirable. The road corridor is cluttered and unattractive	51.56%	99
Acceptable. It is a typical commercial corridor	42.71%	82
Desirable. It is an attractive and thriving business corridor	5.73%	11
Total		192

Q2. If your impression of West Saginaw Highway is not desirable or you believe there is opportunity for improvement, what is the reason? (please only select your top three reasons; otherwise skip)

Answered: 164 Skipped: 31



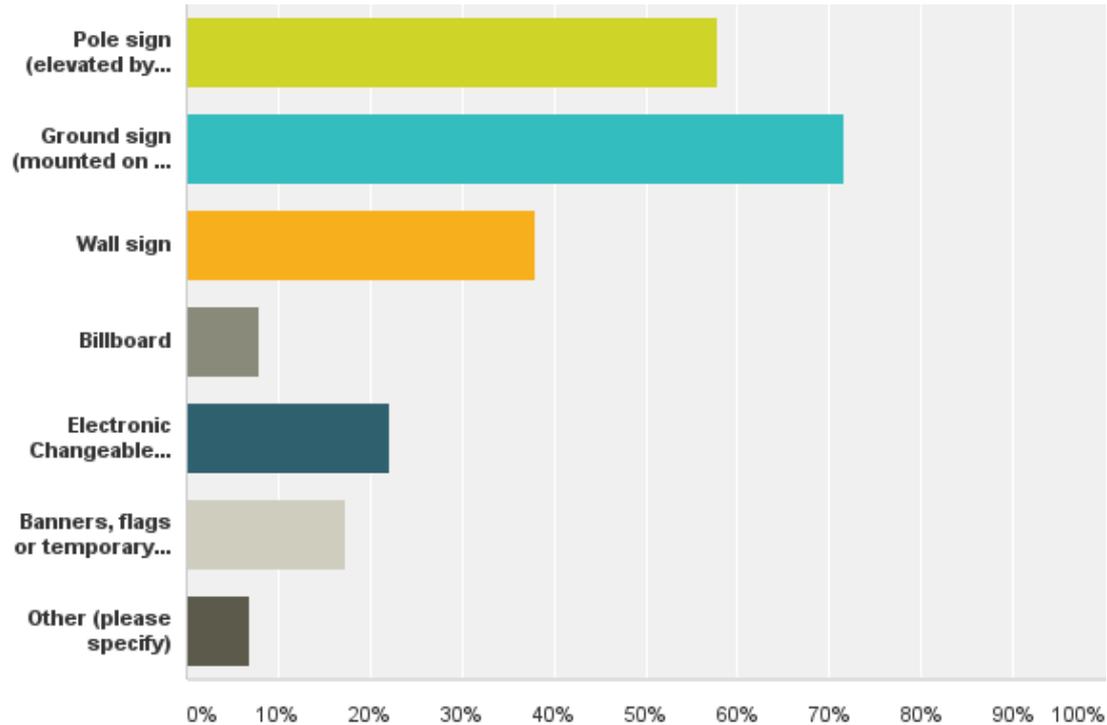
Q2. If your impression of West Saginaw Highway is not desirable or you believe there is opportunity for improvement, what is the reason? (please only select your top three reasons; otherwise skip)

Answered: 164 Skipped: 31

Answer Choices	Responses	
Too many curb cuts	12.80%	21
Insufficient landscaping	42.68%	70
Signs are too large	24.39%	40
Inconsistent architecture	29.27%	48
Traffic travel is too fast	14.63%	24
Poor architectural quality	36.59%	60
Overhead wires	25.00%	41
Vacant buildings	59.76%	98
Traffic volume is too high	28.66%	47
Too many left turn movements	12.80%	21
Total Respondents: 164		

Q3: What signs are most desirable for West Saginaw? (select all that apply)

Answered: 190 Skipped: 5



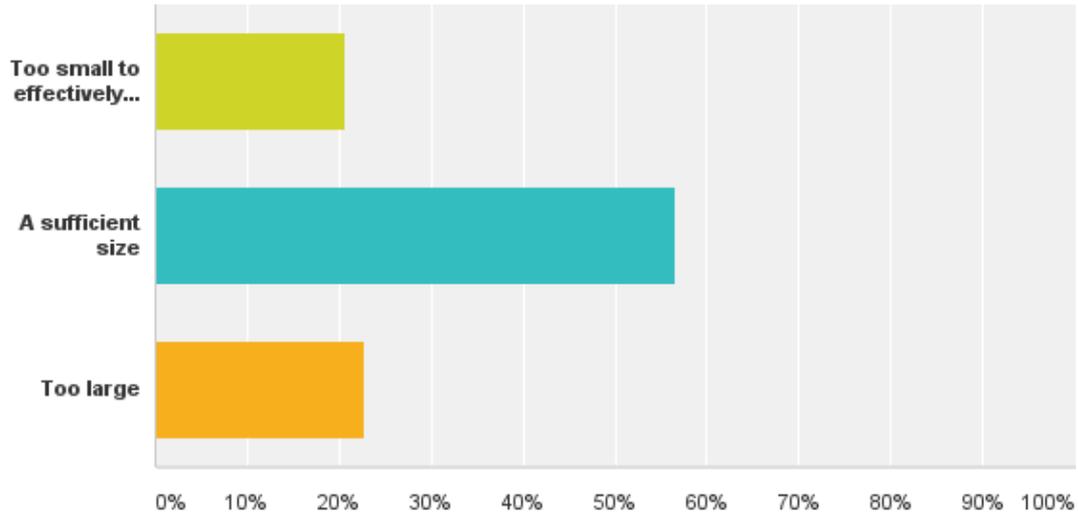
Q3: What signs are most desirable for West Saginaw? (select all that apply)

Answered: 190 Skipped: 5

Answer Choices	Responses	
Pole sign (elevated by poles, posts or pylons)	57.89%	110
Ground sign (mounted on the ground or on a base)	71.58%	136
Wall sign	37.89%	72
Billboard	7.89%	15
Electronic Changeable Message (LED lighting)	22.11%	42
Banners, flags or temporary signs	17.37%	33
Other (please specify)	6.84%	13
Total Respondents: 190		

Q4: Do you believe signs on West Saginaw are in general... (select one)

Answered: 189 Skipped: 6



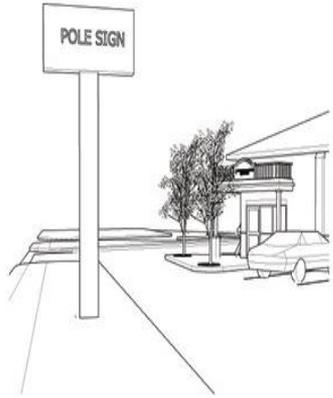
Q4: Do you believe signs on West Saginaw are in general... (select one)

Answered: 189 Skipped: 6

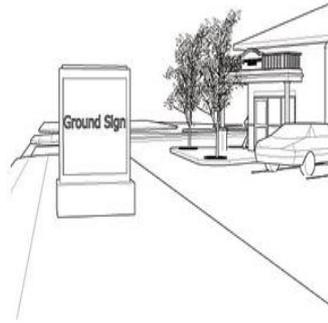
Answer Choices	Responses	
Too small to effectively identify business	20.63%	39
A sufficient size	56.61%	107
Too large	22.75%	43
Total		189

Q5: Which type of sign is more desirable on West Saginaw? (select one)

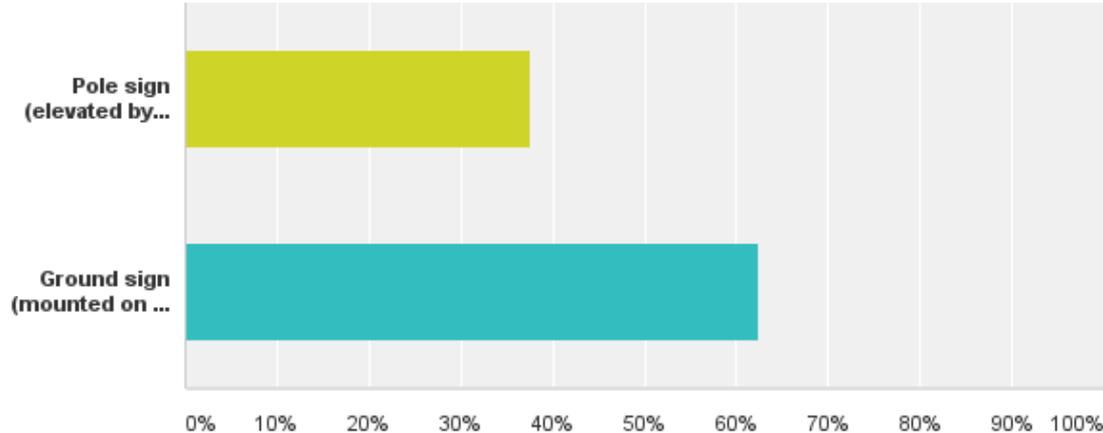
Answered: 186 Skipped: 9



A



B



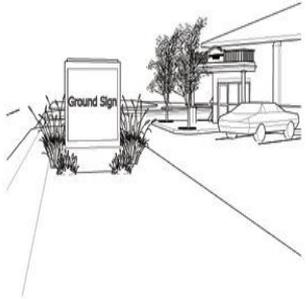
Q5: Which type of sign is more desirable on West Saginaw? (select one)

Answered: 186 Skipped: 9

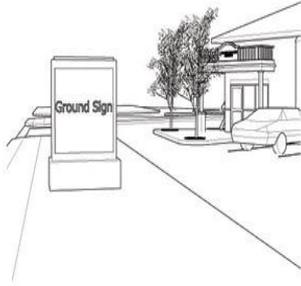
Answer Choices	Responses	
Pole sign (elevated by poles, posts or pylons)	37.63%	70
Ground sign (mounted on the ground or on a base)	62.37%	116
Total		186

Q6: Is general landscaping around signs desirable? (select one)

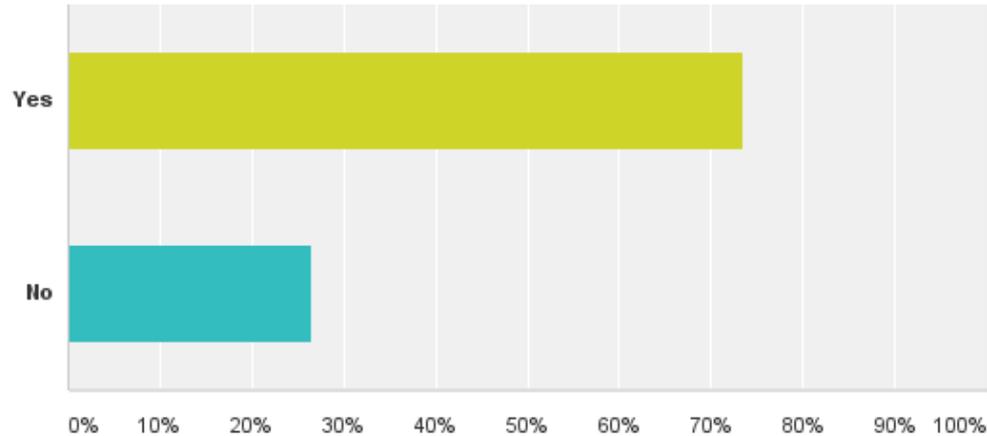
Answered: 189 Skipped: 6



A



B



Q6: Is general landscaping around signs desirable? (select one)

Answered: 189 Skipped: 6

Answer Choices	Responses
Yes	73.54% 139
No	26.46% 50
Total	189